



CITY OF OREM  
Summerfest Commission Meeting Minutes  
Wednesday, July 16, 2014  
5:15 p.m.

**CONDUCTING:** Annette Harkness, CHAIR, Appreciation Dinner, Children's Parade

**ATTENDING:** Leslie Anderson, Baby Contest  
Diane Asay, Entertainment  
Teresa Horn, CO-CHAIR, Boutiques  
Jim Lauret, Grand Parade  
Ryan White, Appreciation Dinner, Hospitality Tent, Airmed, Booklet  
Margaret Black, City Council  
Jill Winder, Administrative Support  
Charlene Crozier, Library Director, Arts Council

**ABSENT/EXCUSED:** Lyle Hillier, Food Vendor, Breakfast, Car Show  
Kena Mathews, Student Marshals, Children's Crafts, 5K  
Chris Tschirki, Director of Public Works  
Jim Orr, Parks Crew Leader  
Laura Bascom, Volunteer Coordinator  
Kent Allen, Purchasing Agent  
Stewart Goodwin, Webmaster

**NOTE:** During this meeting the laptop stopped recording and Jill was not able to get it rebooted. Unfortunately several minutes of the meeting was not recorded for the record and I apologize for that. A new laptop has now been purchased and hopefully this will not happen in future meetings.

**Welcome & Approval of Minutes**

Annette Harkness (chair) brought the meeting to order by welcoming everyone to the July Summerfest meeting, our last one for the season. Just as a reminder, all meetings are recorded in compliance with the State and City Ordinance. Annette started the meeting by asking the committee for the approval of the May minutes. Ryan White made a motion to accept the minutes with Jim Lauret seconding the motion. All attending committee members voted unanimously to accept the meeting minutes.

### **Annette Harkness – Appreciation Dinner, Children’s Parade**

*Appreciation Dinner:* Idrum performed at the Appreciation Dinner and David Osmond was very impressed and took their contact number and wants to use them in the future. They first were concerned about not being paid, but it is an opportunity to perform for the Mayor, City Council, and the Osmond’s. They seemed to be pleased with this opportunity.

The Appreciation Dinner was a big success again this year, with a wonderful dinner provided by Timpanogos Regional Hospital. We are so grateful for their sponsorship and their willingness to be a part of Summerfest. As always, the write-ups for the Student Marshals and Grand Marshal(s) are always up lifting and a wonderful part of this event.

### **Leslie Anderson – Baby Contest**

*Baby Contest:* This year Leslie had extra water bottles, so she passed them out to everyone on the Summerfest Committee who were in attendance. This year they made 200 lime green bags full of all types of goodies and everyone who received one was thrilled. They had a water bottle, frogs, coupons, etc. This year Target was chosen to do the baby pictures. What was great about this was first there was no charge to the City; second the contestant could go anytime to Target and choose their background that they liked, and last it really helped with crowd control and having more space for the contestants to move around. The company who has done the pictures in previous years would charge \$8.00 per baby entry. So this was a great savings to Summerfest.

This year, Leslie commented that the Baby Contest came out a couple hundred dollars ahead, and she felt very good about this. Leslie’s daughter-in-law was the MC this year and did a great job. During the announcements of the winners, she would ask questions and the people would shout out the answers and receive a prize. Everyone attending seemed to have fun with this.

Also this year Leslie invited the mascot “Max”. Max is a mascot that promotes reading and in some cases has read stories to children at other events. The kids really enjoyed him and gave him lots of hugs and wanted their picture taken with him. Leslie hopes that he can be a part of the Baby Contest again next year.

### **Diane Asay & Charlene Crozier – Entertainment**

*Entertainment:* Charlene started by saying that she personally thought Summerfest was a great event and thanked everyone for their hard work. In terms of the Entertainment stage, they had a little trouble with the banners that hang down. The wind was making them blow around and they were getting looped back, so they wouldn’t blow back into the performing area. They have tried to think of ways to solve this problem and thought a horizontal banner up on top of the stage would be better and add color to the stage as well. It will be just a matter of finding money to redo those. Paul Overson suggested a really larger banner that goes across the back. Paul Overson did a fantastic job with the sound this year and the performers gave good feedback about it as well.

For some reason our Friday evening crowd was not big. Charlene thinks that it is more of a planning issue and many wait to bring their families on Saturday to attend more of the events. Charlene commented that the “Beaning House Band” was the last performance. They had such a good time, but she was a little disappointed for them because they did not have a large crowd. Diane Asay commented that they have contacted her twice and really want to come back next year

because they had so much fun. Paul had some challenges with the group “Fundamentals”. He had some concerns about having them back, just from his interaction with them.

The booths location was excellent and flowed really well with the Community Booths this year. It really helped with the flow of the crowd being able to move easier from booth to booth. The Arts Council did an additional booth this year with puppets to promote interest in the Orem Stories Project that they do in the fall, and the kids seemed to really enjoy it. We also gave out sidewalk chalk and they went through a ton of it.

Diane said that they did drawings for tickets this year. It was a little hard to regulate. First when there wasn't very many people they did not need have to be present to win, but they had an issue with a couple of people stuffing the box, so they changed it to you had to be present to win. After this change, it seemed to flow more smoothly.

A gentleman put a flag out near the Entertainment stage and wanted them to announce that it was Flag Day, Father's Day, etc. He just stood there making sure that those announcements were done. Charlene knows of him and added that he is very tenacious and seems to have some special needs. Diane said that this gentleman does not have an axe to grind against the City, but has very strong feelings about Flag Day.

Diane stated that she had a few cancellations at the last minute again this year. One was a personal problem, but fortunately she was able to find replacement(s) even on that short of notice. Diane felt really good about the variety of performers this year and hopefully had something of interest for everyone.

**Lyle Hillier – Food Vendors, Car Show, Breakfast - ABSENT (per email)**

Food Vendors: Lyle's challenge with the food vendors this year involved keeping the chosen vendors on-board. We even had two of them who paid the fee to participate back out and told us to keep the money. He set out with the vision of choosing a good mix of vendors so the Summerfest customers had a good selection and the vendors could make some money. Lyle was able to make our goal of 30 vendors and in a sample of some 10 or more vendors on the day of the show; everyone was pleased with their sales results. Lyle started the selection process with 60 plus applicants and extended the invitation to 28. Somewhere along the line, we had extra people find their way into the mix. In the end, it all worked out. We did have two vendors who applied, were selected, an offer extended, but just disappeared off the map. Jim Orr was excellent in helping with the selection process and helping to organize the physical set up of the whole food court.

Car Show: The car show has always been a challenge. Originally this was supposed to be turned over to a car show organizer much the way we do the pancake breakfast and they would completely run the car show for us. Last year our organizer dropped our show and Lyle picked up the challenge. He continued with the free theme for car owners and completely organized the car show this year just as last year. This year, Lyle took the time to find cash sponsors to help cover the expenses of putting on the show as well as a few In-Kind Sponsors. Lyle used the preregistration list from last year and sent out email invitations to all who participated the past year. He also placed the fliers in selected businesses in Orem. Because he had so many people pre-register this year, he was anticipating around 100 cars. In the end, we had 69 cars and everybody had a great time. There were plenty of items to give away for door prizes and he took bottles of water around

to the car owners. Josh Sagers developed the artwork for the “Sponsors Choice Awards” and the T-shirt logo. The cash sponsors were pleased with these awards and they were responsible to hand them out as they saw fit.

### **BUDGET BREAKDOWN**

Rocky’s Tire Pro’s of Orem	\$700
Inside Insurance of Lindon	\$100
Olympus Alarms of Springville	\$100
<b>Total income</b>	<b>\$900</b>

### **MONEY SPENT**

- Jay Sisson
  - DJ services \$300
- Josh Sagers
  - Art work and Logos \$250
- Cost associated with creating the “Sponsors Choice Awards.”
  - Misc. up to \$245
- T-shirts for give away
  - Leslie Anderson \$84

Total Expenses \$879

Breakfast: Lyle’s challenge with the Pancake Breakfast was to track down the proper contacts for this year as the internal contact at Rotary had changed. Lyle could not locate the previous contact name from the previous year. He found the new contact to be Dean Robinson at 801-830-4025. Our working relationship with the Rotary Club is to basically turn the morning pancake breakfast over to them and they run with it. Lyle did not make the contact with them early in the year which would have been better for communications. In the end, the pancake breakfast was a success just as all previous years.

### **Teresa Horn – Boutiques**

Boutique: Teresa started by stating that she did not receive any complaints at all. Teresa sent out a survey after Summerfest and only received around eight back. All eight of these had positive feedback about the event itself, but complained about the parking. Margaret Black asked Teresa if she knew how the vendors made out concerning a profit line this year. The only vendor that really said that he didn’t make much money was the booth that was selling doll houses, but he made a lot of contacts in hopes of people ordering them at a later date.

### **Jim Lauret – Grand Parade**

Grand Parade: Jim Lauret said that this year he has need received any feedback about the parade. Unfortunately there was an accident involving one of the parade entries, where children involved with that entry received burns to their bodies. Two of the children were air lifted to the burn unit in Salt Lake City. This was an unfortunate accident and everyone wishes a speedy recovery to those involved.

Ryan White asked if the City has received any legal action concerning this. Jim stated that he has not received any information about this at this time. This group performs in a half a dozen parades each year, and this has been their first accident ever.

Diane Asay added that they were sitting at the other end of the parade, and many people were wondering why the parade had not started yet. It was too bad that this information could not have been sent down to the parade announcer to let the audience know that there was an accident, and the parade would begin as soon as possible. Mark Spongberg (parade announcer) did announce that there was a delay due to an accident, but only a certain amount of parade goers would be able to hear that message. Margaret Black suggested that if something like this happens again, we should have a procedure in place for Public Safety or someone to walk the parade route giving out information about the delay of the parade start.

There was a lengthy discussion concerning the float which Summerfest is not over, but feedback should be given to those on that commission so they can make sure in the future that the float is completed on time and meets the standard that represents Orem well.

**Kena Mathews – Student Marshals, Children’s Crafts, 5K - ABSENT (per email)**

Student Marshals: Kena was really impressed with this year’s Student Marshals. It is always a challenge to get the information from the schools and their parents, but what great kids.

Children’s Crafts: Things went very well this year with the Children’s Crafts. The banners and signs helped a lot. We also limited the number of crafts that were available. I think the only thing that I might do differently is change the times when the balloon people and face painters will be there. We need to reduce their hours by thirty minutes in order to get the line through by closing time. Having 2 face painters helped tremendously (we could have had five).

Kena felt bad that we didn’t get the Wal-mart grant. She will keep looking for additional funding or a sponsor for next year.

5K Run: Kena has not heard back from Steven Pearson on the 5K.

**Ryan White – Hospitality Tent, Food for Appreciation Dinner, Airmed, Booklet**

AirMed: Ryan apologized about AirMed. They seemed to be needed heavily on both days. Jill Winder stated that the committee realizes that they need to do their job and if they make it at all, we are very happy and appreciate their efforts. Ryan asked where they were, and they answered all five University of Utah helicopters were in the air pretty much all day. Hopefully next year will be better.

Hospitality Tent: Ryan asked if there is any feedback from about the Hospitality Tent. Annette commented that it was awesome and Ryan staffed it with all his little children and wife. Ryan added that they did a great job and they were happy to help. Ryan is wondering if it is time to see if there are other businesses that would be willing to sponsor the Hospitality Tent. We are super involved and don’t want to perceive this as a takeaway, but there is a lot of new businesses that may want to have an opportunity in sponsoring the tent. Leslie Anderson commented that it probably costs the hospital quite a bit of money. Ryan answered that it is very expensive and roughly costs

around \$3,500 to \$5,000 in food and drinks. Jill asked the question, would you be the one responsible in finding the sponsor for the tent? Ryan said that would be something they could do. It was mentioned that Harmon's and Macey's have shown an interest in the past about participating. Maybe a couple of businesses would like to team up together in the sponsorship for the Hospitality Tent.

The hospital really enjoys doing the Appreciation Dinner and wants to continue sponsoring that. Timpanogos has been a part of Summerfest for the past 16 years and have enjoyed being a part of this and being a part of the community.

*Appreciation Dinner:* Ryan asked the committee how dinner was. Everyone commented that it was wonderful. They always do a wonderful job.

**Adjournment, 6:22 p.m.**